

# Play Every Day Video Contest

## Overview, Guidelines and Rules



### CONTEST OVERVIEW

The Play Every Day campaign, run through the Alaska Department of Health and Social Services (DHSS), is sponsoring an Alaska public elementary school video PSA contest focused on the importance of physical activity.

Contestants will submit a 25-second public service announcement video, also called a PSA, that shares important messages related to Play Every Day or the Healthy Futures Challenge. The contest is open to all public school students in grades K-6 in Alaska. No entry fee is required. A panel of judges from the Play Every Day campaign and Healthy Futures program will select the winner.

The winning entry/entries may be promoted on the department website, the Play Every Day and Healthy Futures websites ([www.playeveryday.alaska.gov](http://www.playeveryday.alaska.gov) and [www.healthyfuturesak.org](http://www.healthyfuturesak.org)) and through social media including Facebook, Twitter and YouTube. The winning entry/entries may also run on Alaska television stations.

Students may work in teams or as individuals to produce their PSA entry. Adults may assist with production, but should provide guidance only. Adults are allowed to be actors or cameramen, but not content contributors. Students must submit their entries through a teacher or school staff member. Teachers or school staff members may sponsor more than one entry.

### CONTEST GUIDELINES AND RULES

#### Eligibility

All students in grades K-6 attending Alaska public schools are eligible to participate. A teacher or another school staff member must sponsor entries.

#### Timeline

Contest End Date: 5:00 p.m., October 31, 2014  
Winners announced in late November 2014.

#### To Enter

**Step 1: Be sure to follow contest directions when creating your video.**

Contact Ann Potempa ([ann.potempa@alaska.gov](mailto:ann.potempa@alaska.gov)) if you have questions.

**Step 2: Create your video. Have fun and be creative!**

#### Videos must:

- Be 25 seconds in length.
- Be in one of the following digital video formats: AVI, MOV, MPG, or WMV.
- Educate and encourage Alaska children to get out and play, every day. The PSA can focus on playing every day, completing the Healthy Futures Challenge, or a combination of both.
- Be creative. Videos previously exhibited as part of a promotion or contest of any kind will not be accepted.



- Include **one** of the following phrases:
  - Get out and play, every day.
  - Get out and play 60 minutes every day.
  - How do you play? It doesn't matter what you do. Just get out and play, every day.
  - Find out if your school is signed up for the Healthy Futures Challenge.
  - The Healthy Futures Challenge is a fun, free and easy way to get out and play.
- Be labeled with:
  - Name of the teacher or other school staff member
  - Contact phone and email address
  - School name
  - School mailing address
  - Student name(s)
  - PSA title

**Videos must NOT contain:**

- Material that violates, or infringes on, another's rights, including, but not limited to, privacy, publicity and intellectual property.
- A focus on brand names or trademarks (other than Play Every Day and/or Healthy Futures)
- Copyrighted material (such as music tracks, snippets of copyrighted programs) without necessary authorizations.
- Material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous.
- Material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
- Material that is unlawful, in violation of, or contrary to the laws or regulations where the video is created.

**Step 3: Fill out an entry form and media release(s)**

In order to enter the contest, you'll need to fill out one entry form and submit signed DHSS media release forms for each adult and child who appears in the video. All forms are located on [playeveryday.alaska.gov](http://playeveryday.alaska.gov). Parents and/or legal guardians must print and sign their names on media releases for children under age 18.

**Entries will NOT be accepted...**

- Without sponsorship by a school teacher or another school staff member.
- If they display non-student work (sponsoring teachers or another school staff member should allow the students to take lead in the creative direction and production of the PSA, though they can advise on what might work and not work). Sponsoring teachers or school staff members also may do the filming of the PSA.
- If they fail to include the necessary paperwork.
- If they are received after the deadline.

**Step 4: Submit your video and forms by October 31, 2014, 5:00 p.m. AKST**

Entries may be submitted via a hard copy or electronic submission.

1. Hard copy

- Mail the entry form, signed media release form and video PSA (DVD or thumb drive) to:

Ann Potempa  
State of Alaska, Section of Chronic Disease  
Prevention and Health Promotion  
3601 C St., Suite 722  
Anchorage, AK 99503

2. Electronic submissions

- Upload the video PSA to YouTube or Vimeo



(you will need an account to do so) and email the entry form, signed media releases and video link to: Raquel@nwstrat.com.

- Video files will also be accepted if sent through a file-sharing site, such as Hightail or Dropbox.

NOTE: If mailed, your entry will not be returned to you. Please save a copy for yourself. Play Every Day is not responsible for any videos that are lost, damaged or that do not play properly. Winning entries may be asked to provide Play Every Day with your submission in its original format.

### Judging Criteria

Members of the DHSS Play Every Day campaign and Healthy Futures program will judge entries. The judges' decision is final. Entries will be evaluated accordingly:

- Creativity (20%)
- Video meets stated contest criteria listed in step 2 (20%)
- Content represents activities students do at school or in their communities (20%)
- Technical quality of the submission (20%)
- Overall presentation (20%)

### Prize

The only compensation for submitting a video is the opportunity to be awarded a prize if the entry wins. The winning entry/entries may be promoted on the DHSS website, the Play Every Day and Healthy Futures websites ([playeveryday.alaska.gov](http://playeveryday.alaska.gov) and [www.healthyfuturesak.org](http://www.healthyfuturesak.org)) and through social media including Facebook, Twitter and YouTube. The winning entry/entries may also run on Alaska television stations.

Prizes will be given to the student(s) and sponsoring teacher or school staff member at each level (1st, 2nd, 3rd place). The following prizes will be awarded to each winner:

#### 1<sup>ST</sup> PLACE

- \$500 gift card awarded to the winning public school to be used to purchase physical activity equipment for students to get out and play.
- \$25 gift cards to purchase physical activity equipment for up to 10 students who worked closely on the video. (If more than 10 students worked on the project, the sponsoring teacher or other school staff member will determine a fair way to distribute the gift cards.)
- Play Every Day T-shirts for all students who worked closely on the video, the sponsoring teacher or other school staff member, and the school principal.

#### 2<sup>ND</sup> PLACE

- \$20 gift cards to purchase physical activity equipment for up to 10 students who worked closely on the video. (If more than 10 students worked on the project, the sponsoring teacher or other school staff member will determine a fair way to distribute the gift cards.)
- Play Every Day T-shirts for all students who worked closely on the video, the sponsoring teacher or other school staff member, and the school principal.

#### 3<sup>RD</sup> PLACE

- Play Every Day T-shirts for all students who worked closely on the video, the sponsoring teacher or other school staff member, and the school principal.



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## Additional Rules

1. Ownership of the underlying intellectual property of the project remains with the entrant, with the following exceptions:
  - a. Entrants grant Play Every Day the right to use their names, photographs, statements, quotes, testimonials, and video submissions for advertising, publicity and promotional purposes without notification or further compensation.
  - b. Entrants also grant Play Every Day the right to use, reproduce, reprint, distribute, perform, and/or display the entrant's project video without further compensation or notification to the entrant.
  - c. Play Every Day maintains the right to reproduce, reprint, distribute, perform, display or exhibit the project for advertising, publicity and promotional purposes on their website, at conferences or at any other venues.
2. By accepting the prizes, winners agree to hold DHSS, Play Every Day, Play Every Day employees, contractors and partners harmless against any and all claims and liability arising out of use of such prizes. Winner assumes all liability for any injury or damage caused from participation in the contest or use/redemption of any prize.
3. Entrants agree to be bound by the official contest rules and decisions of the judges.

## Have Questions?

For more information about this contest or the Play Every Day campaign in general, please go to [playeveryday.alaska.gov](http://playeveryday.alaska.gov). Any questions about the contest should be directed to Ann Potempa, 907-269-3433 or [ann.potempa@alaska.gov](mailto:ann.potempa@alaska.gov). When emailing, please include "Video Contest" in the email subject line.

